

Applicant: BAM *et al.*
Serial No: 10/691,459
Filing Date: October 22, 2003
Page: 1 of 24

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE PATENT APPLICATION OF:	Ajay R. BAM <i>et al.</i>
SERIAL NO.:	10/691,459
FILING DATE:	October 22, 2003
ATTORNEY DOCKET NO.:	037637-0407887
CONFIRMATION NO.:	7339
EXAMINER:	Khanh H. LE
ART UNIT:	3688
FOR:	System and Method of Generating, Distributing, and/or Redeeming Promotional Offers Using Electronic Devices

**Amendment in Response
to the New Ground of Rejection by the
Board of Patent Appeals and
Interferences****MAIL STOP AMENDMENT**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

Dear Sir:

In response to the Decision on Appeal dated **March 30, 2012**, and pursuant to 37 C.F.R. § 41.50(b)(1), please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 21 of this paper.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned for under 37 C.F.R. § 1.136(a), and any fees required therefore (including fees for net addition of claims) are hereby authorized to be charged to Deposit Account No. 033975 (**Ref. No. 037637-0407887**).